



## Time is Running Out to Apply to be Alice in Dairyland

**Release Date:** December 11, 2012

**Contact:** Ashley Andre (*Huibregtse*), 608-224-5002  
Jim Dick, Communications Director, 608-224-5020

MADISON – The first step to becoming the 66<sup>th</sup> Alice in Dairyland is completing an application. With the deadline quickly approaching, the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) encourages interested individuals to submit applications to DATCP by 4:30 p.m. on Friday, January 11.

Alice in Dairyland spends one year serving as Wisconsin's agricultural ambassador traveling across the state to educate students, media and communities about Wisconsin's diverse \$59 billion agriculture industry. Applicants must be female Wisconsin residents, at least 21 years of age and have at least three years of education, training or experience in communications, marketing and public relations to fulfill the professional demands of the position.

Qualified applicants will be brought in for a preliminary interview in February, and finalists will be announced in a press conference in March. The 66<sup>th</sup> Alice in Dairyland Finals will be hosted in Calumet County on May 8-10. For an insight into the extensive selection process, a five-minute video is available at <http://www.youtube.com/widatcp>.

Alice in Dairyland receives a \$40,000 annual salary; holiday, vacation and sick leave; compensation for a health insurance premium up to \$450 a month; and reimbursement for professional travel expenses. The selected 66<sup>th</sup> Alice in Dairyland will be headquartered in Madison and begin her full-time, one year contract on June 3.

Application materials are available at [http://datcp.wi.gov/Business/Alice\\_in\\_Dairyland/Recruitment](http://datcp.wi.gov/Business/Alice_in_Dairyland/Recruitment). For more information, contact Becky Paris, the Alice in Dairyland Program Manager, at 608-224-5115 or [rebecca.paris@wisconsin.gov](mailto:rebecca.paris@wisconsin.gov).

###